



Queen Mary  
University of London

# Shaping Tomorrow: Crafting your PhD Research to Maximise Impact

Melissa Jhurry

Impact Engagement Officer (FMD)

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# What is Impact?

**IMPACT = BENEFIT**

In other words, impact is the good researchers do in the world (Reed, 2018).

Or in more academic words, *"impact is demonstrable or perceived benefits to individuals, groups, organisations and society (including human and non-human entities in the present and future) that are causally linked (necessarily or sufficiently) to research"* ([Reed et al., 2021](#)).

# What is Impact?

The contribution, effect on, or benefit that **excellent** research makes to:

Economy



Culture and Society



Health and Welfare



Policy



Services



Environment



# Types of Research Impact

## Health and wellbeing

Outcomes for patients improved  
Guidelines have changed  
Clinical practice have changed

## Culture and society

Generating new ways of thinking  
New forms of artistic expression  
Increased understanding of cultural preservation

## Economic

A spin-out has been created  
Contributing to innovation  
Performance has been improved

## Political

Policy decisions or changes to legislation  
A policy has been implemented

## Environment

The management of environmental risk or hazard has changed  
Direct intervention based on research evidence

## Services

Research is used to change current processes or services  
In delivering a public service, a new process has been adopted

# What to Know About Research Impact

## Impact Beyond Academia

Impact includes real-world changes outside scholarly citations or academic recognition

## Demonstrable Changes

Impact shows up as shifts in:

- ▶ Interest, understanding, or behaviour of individuals or groups
- ▶ Processes, policies, priorities, or recommendations within organisations or communities

## Measuring Impact

Consider:

- ▶ **Reach:** Who is affected? This includes geographic scope and engagement with hard-to-reach or underserved communities
- ▶ **Significance:** How substantial or meaningful is the change experienced by those reached?



# Why is Impact important to you?



Maximise Grant  
Application Successes



Research Excellence  
Framework (REF)

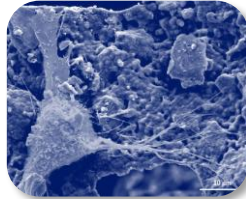


Queen Mary's Strategy



Career/Skill  
Development

# Examples of Impact and Indicators



Hard graft: How Queen Mary research created a landmark range of synthetic bone-graft materials

Dr Karin Hing



Are you listening? Verbatim Theatre gives voice and ear to care leavers

Dr Maggie Inchley



Genetic resistance brings hope for ash trees

Prof Richard Buggs

Main Areas of Impact	<ul style="list-style-type: none"> <li>• Health and wellbeing of people</li> <li>• Commerce and economy</li> </ul>	<ul style="list-style-type: none"> <li>• Health and wellbeing of people</li> <li>• Commerce and economy</li> </ul>	<ul style="list-style-type: none"> <li>• Environment</li> <li>• Policy</li> </ul>
Type of Impacts	<ul style="list-style-type: none"> <li>• Outcome for a patient has improved</li> <li>• Cost of treatment has changed</li> <li>• Spin-out has been created</li> </ul>	<ul style="list-style-type: none"> <li>• New forms of artistic expression resulting in enhancement of quality of life</li> <li>• Improved social welfare</li> </ul>	<ul style="list-style-type: none"> <li>• The environment has been improved through the introduction of a new product</li> <li>• Change in policy</li> </ul>
Indicators of reach and significance	<ul style="list-style-type: none"> <li>• Measure of improved clinical outcomes</li> <li>• Evidence of improved cost-effectiveness</li> <li>• Sales of products</li> </ul>	<ul style="list-style-type: none"> <li>• Participant feedback</li> <li>• Measures of improved social equality, welfare or inclusion</li> </ul>	<ul style="list-style-type: none"> <li>• Verifiable influence on projects which bring environmental benefits</li> <li>• Documented evidence of use in policy debate</li> </ul>

# Who's Who in Queen Mary's Impact Team



**Esther Brown**  
Impact Manager



**Melissa Jhurry**  
Impact Engagement  
Officer (FMD)



**Leslie Bolda**  
Impact Engagement  
Officer (S&E)



**Anna Kvit**  
Impact Engagement  
Officer (Policy)



**Varant Kurkjian**  
Impact Fund Officer



**Joining Jan 2026**  
Impact Engagement  
Officer (HSS)

# How can an Impact Engagement Officer support you?

## Plan impactful engagement activities

- Get expert advice on designing activities that lead to real-world change

## Identify and apply for funding

- Find relevant opportunities and craft strong, compliant applications

## Connect with the right people and resources

- Access Knowledge Exchange teams, tailored training, and helpful tools

## Champion and amplify your impact

- We help spotlight your work and share your success more widely



# Impact support at Faculty level

**DVP for Research Impact:** Professor Mark Bradley

## Faculty of Science and Engineering:

**Prof. Peter Thorpe** - Deputy Dean for Research Impact

S&E	Mathematical Sciences	John Moriarty
S&E	SEMS	Oliver Fenwick
S&E	SBBS (Biology)	Andrew Leitch
S&E	SPCS (Chemistry)	Stellios Arseniyadis
S&E	SBBS (Psychology)	Lars Chittka
S&E	EECS	Matthew Purver
<b>Faculty of Medicine and Dentistry:</b>		Enrico Camporeale

**Prof. Paul Evans** - Dean for Research Impact

FMD	BCI	Jane Sosabowski
FMD	Blizard	Silvia Marino
FMD	Dentistry	Eduardo Bernabe
FMD	WHRI	Claudio Raimondi
FMD	WIPH	Charles Marshall

## Faculty of Humanities and Social Sciences:

**Prof. Kate Spencer** - Deputy Dean for Research Impact

HSS	English	Matthew Rubery
HSS	Drama	Aoife Monks
HSS	CCLS	Kamala Dawar
HSS	Law	Eva Nanopoulos
HSS	Geography	Geraldene Wharton
HSS	Languages	Rachel Randall
HSS	Linguistics	Kathleen McCarthy
HSS	Film	Janet Harbord
HSS	Economics	Simon Franklin
HSS	History	Hannah Williams
HSS	Business and Management	Elena Doldor
HSS	SPIR	Paul Kirby

# Knowledge Exchange and Impact SharePoint

- Funding
- Support
- Training
- Resources


<https://qmulprod.sharepoint.com/sites/ImpactResourcePages>

## Knowledge Exchange and Impact

This page provides an overview of all the research impact and knowledge exchange provision that is available at Queen Mary. Click the links below to find out about available funding, support, training and more.

### Funding


Discover internal and external funding available to support your KE and Impact.



Funding for KE and Impact  
Click here ->

### Support


Explore the different teams supporting KE and Impact at QM and how to contact them.



Support teams for KE and Impact  
Click here ->

### Training

Enhance your KE and Impact skills with our training programme.



Training for KE and Impact  
Click here ->



**Thank you!**

**If you have any questions, contact us:**

Queen Mary Impact Team  
[impact@qmul.ac.uk](mailto:impact@qmul.ac.uk)

Impact Resources SharePoint: [Knowledge Exchange and Impact](#)

Impact Training: [Research Impact Training](#)



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